



REMARKS

Applicant thanks the Patent Office for the careful attention accorded this Application and respectfully request reconsideration in view of the Amendment above and remarks set forth below.

In response to the Detailed Action mailed December 29, 2005, Applicant has resubmitted the response to Office Action originally filed in the present Application on September 29, 2005, in which Applicant canceled Claims 1-16 without prejudice or disclaimer, and added a new set of rewritten claims 17-37 for continued prosecution on the merits.

Applicant inadvertently placed the serial number of the present Application on a response to Office Action intended to be filed in a different Application. Thus, the response to Office Action received by the USPTO on October 11, 2005 was mistakenly filed in the present Application, though this was not Applicant's intention.

On November 4, 2005, Applicant submitted an Information Disclosure Statement (IDS) in the present application. Applicant respectfully requests that the 1449 Form be initialed by the Examiner in receipt of the IDS, and returned to Applicant. Applicant has enclosed herewith a duplicate of the 1449 Form for the convenience of the Examiner.

The Web-based brand marketing communication network defined by the rewritten claims is disclosed in great detail in Figs. 9A, 10A1-10, 11 and 13, and in corresponding portions of the present Specification.

None of the prior art references of record (as well as in Applicant's IDS), disclose, teach or even hint at the Web-based brand marketing communication network as defined by the rewritten claims, wherein brand management team members of a consumer product manufacturer can create, deploy and install (anywhere along the fabric of the WWW) server-side driven Multi-Mode Virtual Kiosks (MMVKs) that have three independent advertising, promotion and consumer production information (CPI) display modes, which can be remotely

programmed using the various subsystems provided by the consumer product brand image communication network.

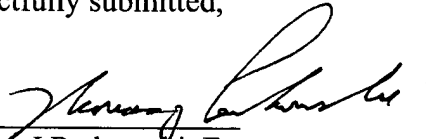
When installed at online (and/or physical) points of sale (POS), consumer product manufacturers using the claimed brand image communication network can deliver brand experiences that excite consumers with rich media advertising and promotions, and also provide critical decision support services--- where they are needed most (i.e. at the POS)--- while the manufacturer and its brand management team members help retail trading partners to deliver valuable services to consumers, build their retail brands, and help them drive sales.

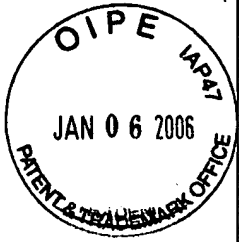
In view therefore, of the Amendment and Remarks set forth above, the present invention defined by new Claims 17-37 is firmly believed to be neither anticipated by, nor rendered obvious in view of the prior art of record, and that the present application is now in condition for allowance.

The Commissioner is hereby authorized to charge any fee deficiencies to Deposit Account 16-1340.

Respectfully submitted,

Dated: January 3, 2006

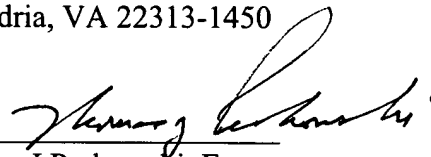

Thomas J Perkowski, Esq.
Attorney for Applicant
Reg. No. 33,134
Thomas J. Perkowski, Esq., P.C.
Soundview Plaza
1266 East Main Street
Stamford, Connecticut 06902
203-357-1950
<http://www.tjpatlaw.com>



CERTIFICATE OF MAILING UNDER
37 C.F.R. 1.8

I hereby certify that this correspondence
is being deposited with the United States
Postal Service on January 3, 2006, in a Postage
Prepaid envelope as, First Class Mail,
addressed to:

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450



Thomas J Perkowski, Esq.
Date: January 3, 2006